

# DHARRIWAA YULUGI

DATE: Friday, August 15, 2025  
LOCATION: North Melbourne, Victoria, AU

## Event Description

DHARRIWAA YULUGI is a premier performing-arts event in North Melbourne. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** performing-arts

**Importance Rank:** 45/100

**Expected Attendance:** 542 people

**Event ID:** 4tuUy3JpQDNx5gKoyy

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 217 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*